



ALPHA



Multilingual 3.0

Predictions for the language industry in 2025

Part 7: Four predictions for the future of the multilingual gaming industry, by Dan Martindale

White Paper

Online, on consoles or on mobile devices, more than 2.5 billion people worldwide regularly play games of every genre and format. And in a global industry that is forecast to be worth more than \$250 billion by 2025, providing high-quality localized content for different markets is crucial to the success of many of the world's biggest and best-loved titles.

To get an insight into how the multilingual gaming industry will develop and what it means for games localization and the providers of these services, Dan Martindale makes four predictions for how the sector will evolve over the next few years.

- **Prediction #1:** The continued rise of mobile gaming will attract an increasingly wider demographic to the industry.
- **Prediction #2:** More games development will be concentrated in house to combat the increased threat of cybersecurity threats.
- **Prediction #3:** Localization will remain a key part of the development process and release plans for any major title and studio.
- **Prediction #4:** Competition in the games localization services market is set to intensify yet further.

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Prediction #1: The continued rise of mobile gaming will attract an increasingly wider demographic to the industry.

Mobile gaming has come a long way in the last five years with developers focusing more on hyper-casual games and “drop-and-shop” style titles which are bringing in a wider demographic of people to the games industry.

With more people in the world having a smartphone than a PC/console, the market-scope for mobile gaming is significantly larger. The current top titles in the world are trending towards a more “pick-up-and-go” style design, as opposed to the “grind-for-skill” legacy design. That means more and more people feel comfortable picking up a game and playing wherever they are, and picking up from where they left off without feeling left behind the curve.

I don't think phones will deviate from their current design to accommodate games more than they currently do as these have never proven successful in the past (for example, the Nokia N-Gage, PSP). Rather, phone makers will continue to innovate their software and screen clarity to allow games to make use of their design.

Prediction #2: More games development will be concentrated in house to combat the increased threat of cybersecurity threats.

I strongly suspect that the large amount of games development will continue to take place in house, with less and less being operated on remotely (with the exception of Localization and Linguistic QA).

Internet security is under more scrutiny than it ever has been before, with almost weekly news articles detailing high-profile companies around the world covering every industry sector being both targets and victims of sophisticated cybersecurity attacks and ransomware.

This means games companies will be more inclined to consolidate their work behind firewalls they trust. Remote working allows too many uncontrolled vectors for attack that are outside the scope of a company's reach to protect. The arms race for the next big title on the current trending genre is too tight for studios to allow any risk to their IPs.

Prediction #3: Localization will remain a key part of the development process and release plans for any major title and large studio.

Increasingly, developers are marketing their titles to a bigger range of emerging markets for the sector, as devices like mobiles are becoming more accessible and easy to incorporate into daily life for many people. Countries like Vietnam, Thailand, Brazil and India are already dominating top titles like PUBG and Wild Rift. This growth in newer, emerging markets will only continue.

Prediction #4: Competition in the games localization services market is set to intensify yet further.

Games localization has become significantly more competitive in the last five years than it ever has before, with a number of key acquisitions in the industry taking place recently.

The competitive nature of this space is set to grow more and more with localization service providers innovating to accommodate the growing demand for games.

Those that want to compete in this sector will need to demonstrate an array of services that can be scaled up at speed. They also need to be competitive on price and agile in adapting to the fast pace of content development for projects with ever-shorter turnarounds.

Biography

Dan Martindale, Business Development Manager for Alpha Games



Dan Martindale is the Business Development Manager for Alpha Games. He is responsible for developing and building strategic relationships and partnerships with publishers and developers around the world.

Dan has been at Alpha for 2 years having previously been a QA Manager and Game Developer & Designer for over 8 years.

The future is *Multilingual 3.0*

Multilingual 3.0 is a series of articles in which Alpha's team of in-house experts explore how digital transformation and globalisation continue to shape the language industry.

- Part 1 on the future of machine translation is available [here](#).
- Part 2 on the future of human translation is available [here](#).
- Part 3 on the future of eCommerce localization is available [here](#).
- Part 4 on the future of creative content and copywriting is available [here](#).
- Part 5 on the future of enterprise localization is available [here](#).
- Part 6 on the future of multilingual audiovisual content is available [here](#).

Look out for more predictions in the coming weeks and the forthcoming eBook *Multilingual 3.0* in which we'll bring together full versions of all our experts' forecasts for the future.

As ever, if you have any thoughts on the above or predictions of your own, please drop us a line at alphamarketing@alphacrc.com.

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